

Fig. 6.—Revenue position of the retailer at varying prices with an assumed gross margin of 20 percent on sales.

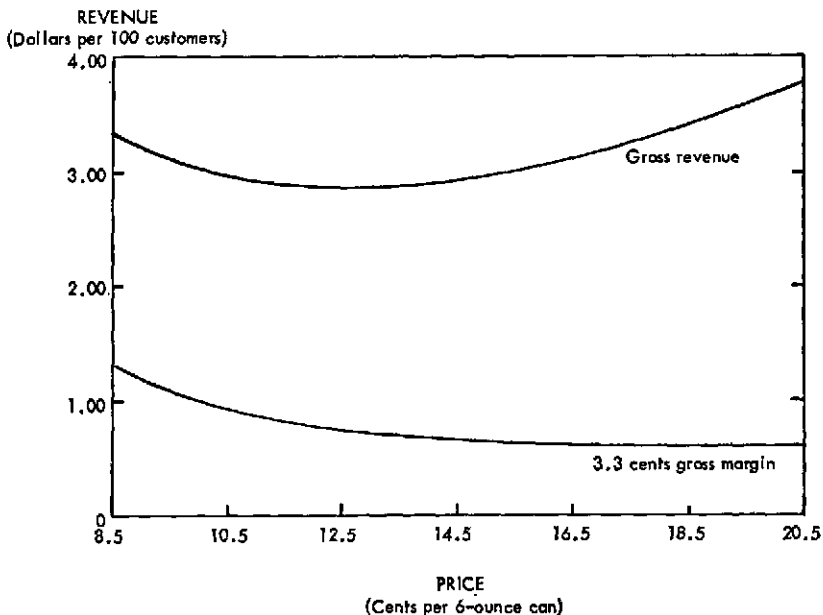


Fig. 7.—Revenue position of the retailer at varying prices assuming a margin of 3.3 cents per can.